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News Release ~ Communiqué

Canada and Brazil sign film and TV co-production agreement

OTTAWA, January 27, 1995 Canadian Heritage Minister Michel Dupuy announced that Canada and Brazil have signed an agreement for the co-production of film and television projects.

The agreement was signed today in Brasilia by Brazilian Minister of External Relations, Luiz Felipe Lampreia, and Canadian Secretary of State for Latin America-Africa, the Honourable Christine Stewart.

These international co-production agreements are an increasingly important means of sharing today's high costs and risks, for Canadians and Brazilians alike, of producing quality, culturally significant productions and of accessing foreign markets. The Minister said this agreement is also very significant as Brazil is Canada's second largest export market in Latin America.

Mr. Dupuy indicated that this co-production agreement will enable Canadian and Brazilian producers to pool their creative, artistic, technical and financial resources in order to co- produce films and television programs that are considered national productions in each country.

In Canada, an official co-production is accorded domestic status for broadcasting purposes under the CRTC broadcasting regulations and the Canadian co-producer is eligible to apply for government funding from Telefilm Canada.

The signing of the Agreement reflects the growing importance of the Brazilian film and television industry for Canadian producers. Feature and documentary films involving both countries will be developed, as will television productions.

Mr. Dupuy said that Brazil is renowned for its audio-visual technical expertise and is very interested in the Canadian film industry, adding that following the signing of the agreement, a mission of Canadian producers and distributors will be considered as a means of establishing further business contacts for co-productions and sales in the industry.

Canada has now signed international co-production agreements with 27 countries.

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